

Listing of the Claims

The following is a complete listing of all the claims in the application, with an indication of the status of each.

- 1 1. (Currently Amended) An information providing system, comprising:
 - 2 an information providing means having
 - 3 means for storing a customer information data representing
 - 4 attributes of a customer, said attributes including at least one from the
 - 5 group consisting of the customer's age, customer's nationality, and
 - 6 customer's gender,
 - 7 means for generating a first information data reflecting
 - 8 a predetermined advertisement,
 - 9 means for generating a customer-specific advertisement data
 - 10 based, at least in part, on said customer information data and said first
 - 11 information, and including a communication address corresponding to said
 - 12 customer,
 - 13 a first information transfer path for transmitting said first information
 - 14 data to a plurality of destinations, and
 - 15 a second information transfer path for transmitting said customer-
 - 16 specific advertisement data to a destination based on said communication
 - 17 address; and
 - 18 an information receiving terminal constructed and arranged to receive said
 - 19 first information data and said customer-specific advertisement data via said first
 - 20 and second information transfer paths respectively,
 - 21 wherein said first information transfer path and said second information
 - 22 transfer path are different from one another.
- 1 2. (Currently Amended) An information providing system, comprising:
 - 2 a first information providing means for transmitting to a plurality of
 - 3 destinations, via a first information transfer path, a first information data reflecting
 - 4 a pre-determined advertisement;

5 a second information providing means having means for storing a
6 customer information data representing attributes of a customer, said attributes
7 including at least one from the group consisting of the customer's age,
8 customer's nationality, and customer's gender, and having means for generating
9 and transmitting, via a second information transfer path, a customer-specific
10 advertisement data having a destination address corresponding to said
11 customer, said customer-specific advertisement data based, at least in part, on
12 said customer information and on said first information data; and
13 an information receiving terminal accessible by said customer, constructed
14 and arranged to receive said first information data via said first information
15 transfer path and said customer-specific advertisement data via said second
16 information transfer path,
17 wherein said first information path and said second information path are
18 different from one another.

3. (Withdrawn) An information providing system, comprising:

first information providing means that delivers via a first information transfer path first information including a pre-determined program and advertisement;

second information providing means that delivers via a second information transfer path second information including detailed information relating to said first information;

a first information receiving terminal for a first customer that receives said first information via said first information transfer path and that receives said second information via said second information transfer path responding to an input by said first customer; and

at least one a second information receiving terminal for at least one a second customer that receives at least said second information responding to an input by said at least one second customer,

wherein said first information receiving terminal transmits to said at least one second information receiving terminal for said at least one second customer

via said second information providing means recommendation information for said at least one second customer, which was prepared based on either said first or said second information, and

wherein said second information providing means transmits to said first information receiving terminal said second information for said first customer, which was prepared corresponding to first customer information relating to said first customer, responding to a request from said first information receiving terminal, and in case that it received said recommendation information from said first information receiving terminal, it simultaneously transfers said recommendation information to said at least one second information receiving terminal, and transmits to said at least one second information receiving terminal said second information for said at least one second customer, which was prepared corresponding to said recommendation information and second customer information relating to said at least one second customer, responding to a request from said second information receiving terminal.

4. (Withdrawn) The information providing system according to claim 3, wherein said first information receiving terminal prepares recommendation information for a single or a plurality of specific second customers based on said first or said second information responding to a command to transmit said recommendation information to said single or a plurality of second information receiving terminals via said second information providing means.

5. (Withdrawn) The information providing system according to claim 3, comprising evaluation means of making an evaluation for rewarding said first customer responding to a contribution degree by said first customer to prevalence of at least said first information.

6. (Withdrawn) The information providing system according to claim 5, wherein, in case that said first information includes advertising information, said evaluation means makes an evaluation for rewarding said first customer responding to a

contribution degree to commercial transaction achievements relating to products or services as an object of an advertisement.

7. (Withdrawn) The information providing system according to claim 3, comprising:

information management means of managing communication information indicating that at least said first information was prevailed by said first or said second customer; and

information analysis means of executing a collection and analysis process for said communication information to obtain an analysis result on a prevalence situation of said first information, which is to be offered to a provider of said first information.

8. (Withdrawn) The information providing system according to claim 7,

wherein said information analysis means executes a collection and analysis process for said communication information based on customer information of said first and said second customers who transmit and receive at least said first information.

9. (Withdrawn) The information providing system according to claim 3, further comprising:

a third information receiving terminal for said at least one second customer that receives at least prompt report information that corresponds to said recommendation information,

wherein said second information providing means transmits said prompt report information to said third information receiving terminal responding to a request by said first information receiving terminal.

10. (Withdrawn) The information providing system according to claim 3,

wherein said second information providing means transmits to said second information receiving terminal at least prompt report information, which

corresponds to said recommendation information, responding to a request by said first information receiving terminal.

11. (Withdrawn) The information providing system according to claim 10, wherein, after said second information providing means transmits to said at least one second information receiving terminal said recommendation information received from said first information receiving terminal, said second information providing means transmits said prompt report information to said third information receiving terminal in case that no reply from said at least one second information receiving terminal is present within a pre-determined time.

12. (Withdrawn) The information providing system according to claim 3, wherein said customer information includes at least one of a name, a race, a nationality, sex, an address, an age, and an occupation.

13. (Currently Amended) An information providing method, comprising:

storing a customer data representing attributes of a customer, said attributes including at least one from the group consisting of the customer's age, customer's nationality, and customer's gender;

transmitting an advertisement data via a first information transfer path, and a customer-specific advertisement data based on said advertisement data and said customer data and having a destination address corresponding to said specific customer via a second information transfer path; and receiving said advertisement data and said customer-specific advertisement data first information and said second information via said first and second information transfer paths respectively at an information receiving terminal associated with said customer,

wherein-said transmitting of said advertisement is to a plurality of customers and said transmitting of said customer-specific advertisement is, in accordance with said destination address, to said information receiving terminal, and

17 wherein said first information transfer path and said second information
18 transfer path are different from one another.

14. (Canceled)

15. (Withdrawn) An information providing method, comprising;

 a first information providing step of delivering first information including a pre-determined program or advertisement via a first information transfer path with first information providing means;

 a second information providing step of delivering second information including detailed information relating to said first information via a second information transfer path with second information providing means;

 a first information receiving step of receiving said first information via said first transfer path and of receiving said second information via said second information transfer path responding to an input by a first customer with a first information receiving terminal for said first customer; and

 a second information receiving step for at least one second customer of receiving at least said second information responding to an input by said at least one second customer via said second information transfer path with a second information receiving terminal for said at least one second customer,

 wherein, with said first information receiving terminal, recommendation information for at least said at least one second customer, which was prepared based on said first or said second information, is transmitted to said at least one second information receiving terminal for said at least one second customer via said second information providing means responding to an input by said at least one second customer, and

 wherein said second information providing means transmits to said first information receiving terminal said second information for said first customer, which was prepared corresponding to first customer information relating to said first customer, responding to a request from said first information receiving terminal, simultaneously, in case that it received said recommendation

information from said first information receiving terminal, second information providing means transmits said recommendation information to said at least one second information receiving terminal, and transmits to said at least one second information receiving terminal said second information for said at least one second customer, which was prepared corresponding to said recommendation information and second customer information relating to said at least one second customer, responding to a request from said at least one second information receiving terminal.

16. (Withdrawn) The information providing method according to claim 15, further comprising:

an evaluation step of making an evaluation for rewarding said first customer responding to a contribution degree by said first customer to prevalence of at least said first information.

17. (Withdrawn) The information providing method according to claim 16, wherein, in case that said first information includes advertising information, an evaluation is made for rewarding said first customer responding to a contribution degree to commercial transaction achievements relating to products or services as an object of an advertisement.

18. (Withdrawn) The information providing method according to claim 15, further comprising:

an information management step of managing communication information indicating that at least said first information was prevailed by said first or said at least a second customer; and

an information analysis step of executing a collection and analysis process for said communication information to obtain an analysis result on a prevalence situation of said first information, which is to be offered to a provider of said first information.

19. (Withdrawn) The information providing method according to claim 15, further comprising:

a prompt report information transmission step of transmitting to a third information receiving terminal for said second customer at least prompt report information, which corresponds to said recommendation information, responding to a request by said first information receiving terminal with said second information providing means; and

a prompt report information receiving step of receiving said prompt report information with said third information receiving terminal,

wherein, in said prompt report information transmission step, with said third information means, after said recommendation information received from said first information receiving terminal is transmitted to said at least one second information receiving terminal, said prompt report information is transmitted to said third information receiving terminal in case that no reply from said at least one second information receiving terminal is present within a pre-determined time.

20. (Canceled)

1 21. (Currently Amended) A system, comprising:

2 a machine-readable storage medium;

3 a machine-readable program code, stored on the machine-readable
4 storing medium, having instructions for the machine to store a customer data
5 representing attributes of a customer, said attributes including at least one from
6 the group consisting of the customer's age, customer's nationality, and
7 customer's gender;

8 a machine-readable program code, stored on the machine-readable
9 storing medium, having instructions for the machine to transmit an advertisement
10 data via a first information transfer path;

11 a machine-readable program code, stored on the machine-readable
12 storing medium, having instructions for the machine to generate a customer-

13 specific advertisement data based, at least in part, on said customer data and
14 said advertisement data, and having a destination address corresponding to said
15 customer;

16 a machine-readable program code, stored on the machine-readable
17 storing medium, having instructions for the machine to transmit said customer-
18 specific advertisement data via a second information transfer path to a receiving
19 terminal associated with said customer;

20 a machine-readable program code, stored on the machine-readable
21 storing medium, having instructions for the machine to receive, at said receiving
22 terminal, said advertisement data via said first transfer path and said customer-
23 specific advertisement data via said second information transfer path.

22. (Withdrawn) A record medium in which an information providing program was recorded, wherein a program is recorded for causing a computer to execute:

a first information providing step of delivering first information including a pre-determined program or advertisement via a first information transfer path with first information providing means;

a second information providing step of delivering second information including detailed information relating to said first information via a second information transfer path with second information providing means;

a first information receiving step of receiving said first information via said first information transfer path and of receiving said second information via said second information transfer path responding to an input by a first customer with a first information receiving terminal for said first customer; and

a second information receiving step for at least one a second customer of receiving at least said second information via said second information transfer path responding to an input by said at least one second customer with a second information receiving terminal for said at least one second customer,

wherein recommendation information for said at least one said second customer, which was prepared based on said first or said second information, is transmitted to said at least one second information receiving terminal for said at

least one second customer via said second information providing means responding to an input by said at least one second customer with said first information receiving terminal, and

wherein said second information providing means transmits to said first information receiving terminal said second information for said first customer, which was prepared corresponding to first customer information relating to said first customer, responding to a request from said first information receiving terminal, simultaneously, in case that it received said recommendation information from said first information receiving terminal, said second information providing means transfers said recommendation information to said at least one second information receiving terminal, and transmits to said at least one second information receiving terminal said second information for said at least one second customer, which was prepared corresponding to said recommendation information and second customer information relating to said at least one second customer, responding to a request from said at least one second information receiving terminal.

23. (Withdrawn) The record medium having recorded the information providing program according to claim 22, wherein a program was recorded for causing a computer to execute an evaluation step of making an evaluation for rewarding said first customer responding to a contribution degree by said first customer to prevalence of at least said first information.

24. (Withdrawn) The record medium having recorded the information providing program according to claim 23, wherein, in said evaluation step, in case that said first information includes advertising information, an evaluation is made for rewarding said customer responding to a contribution degree to commercial transaction achievements relating to products or services as an object of an advertisement.

25. (Withdrawn) The record medium having recorded the information providing program according to claim 22, wherein a program is recorded for causing a computer to execute:

a prompt report information transmission step of transmitting at least prompt report information, which corresponds to said recommendation information to a third information receiving terminal for said second customer, responding to a request by said first information receiving terminal with said second information providing means; and

a prompt report information receiving step of receiving said prompt report information with said third information receiving terminal, and

wherein, in said prompt report information transmission step, with said second information providing means, after said recommendation information received from said first information receiving terminal was transmitted to said at least one second information receiving terminal, said prompt report information is transmitted to said third information receiving terminal in case that no reply from said at least one second information receiving terminal is present within a pre-determined time.

1 26. (Previously Presented) The information providing system of claim 2, wherein
2 the first information providing means includes a broadcasting system and said
3 second information providing means is an information management center.

1 27. (Previously Presented) The information providing system of claim 26, wherein
2 the first information transfer path is a wireless media and the second information
3 transfer path includes a wired network.

1 28. (Previously Presented) The information providing system of claim 2, further
2 comprising means for said customer to send a response request for said
3 customer-specific advertisement data to said second information providing
4 means, and wherein said means for generating and transmitting said customer-

- 5 specific advertisement data transmits said customer-specific advertisement data
6 in response to receiving said response request.

1 29. (Previously Presented) The information providing system of claim 2, further
2 comprising:

- 3 means for said customer to send a response request, via said second
4 transfer path, for said customer-specific advertisement data to said second
5 information providing means, and for including with said response request a data
6 identifying said customer and identifying said pre-determined advertisement; and
7 evaluation means for sending a reward data to said customer based, at
8 least in part, on said customer sending said response request via said second
9 information transfer path.

30. (Canceled).

1 31. (Previously Presented) The information providing system of claim 2, further
2 comprising:

- 3 means for said customer to send a viewing response data identifying
4 receipt of said advertisement data;
5 means for collecting a database of said viewing response data; and
6 means for analyzing said viewing response data to generate an evaluation
7 data representing statistics of customer viewing of said pre-determined
8 advertisement.

32 -33. (Canceled)